

Eligibility Overview (E210) Generally used by publications (e.g., magazines and newspapers) whose primary purpose is transmitting information to an established list of subscribers or requesters. Periodicals must be issued regularly at a stated frequency (at least four times a year) from a known office of publication and be formed of printed sheets. All pieces within each mailing must be the same processing category.

Application form required (E213).

Authorization: Periodicals entry in one of these five categories (E212):

- General publications.
- Publications of institutions and societies.
- Publications of state departments of agriculture.
- Requester publications.
- Foreign publications.

Records: maintained by publisher to support application and confirm eligibility for entry at Periodicals rates; specific standards by category.

Additional standards: circulation, documentation, advertising limits, and other conditions that vary by category.

Limits apply to nonsubscriber/nonrequester distribution for general and requester publications.

Identification: title, identification statement, marking of certain contents.

Supplements, enclosures, additions, parts, sections, and editions are permitted under applicable standards.

Additional documentation and separate postage statement required for mailings combining more than one edition or publication.

Rates and Fees (R200)	Application (original entry) fee	\$375.00
	Additional entry application fee	60.00
	Reentry fee	40.00
	News agent registry	40.00

Rates include addressed piece charge, pound rates (advertising and nonadvertising), and applicable discounts; factors include place of mailing, destination, presort, etc.

Basic, 3-digit, 5-digit, and carrier route rates are available; Outside-County rates apply per E217; In-County rates apply to all eligible in-county copies of other than requester publications. The Preferred rate discount is available under E270; see reverse.

Characteristics and Content (C200) Limitations apply to advertising percentage and mailpiece components (e.g., independent printed matter and products are not permitted in a publication at Periodicals rates).

Deposit (D200) Only at authorized original and/or additional entry post office(s), unless authorized exceptional dispatch under D210.

Mail Preparation and Sortation Presorted (M210), Carrier Route (M220), Automation Letters (M810), or Automation Flats (M820) as appropriate.

Identification: title on cover and identification statement (E211.10).

Postage statement: Form 3541, *Periodicals One Issue or One Edition*.

Postage and Payment Methods (P200, P950) Advance deposit account(s) at original and each additional entry post office, unless authorized under Centralized Postage Payment (CPP).

This guide is an overview only. For the specific DMM standards applicable to this category of mail, consult the DMM sections referenced above and the general sections within each DMM module.

Periodicals—Nonprofit, Classroom, and Science-of-Agriculture

Related QSGs: 200, 230, 231, 240, 241

Eligibility Overview (E200)	Available for publications authorized in other than the requester category and further qualifying under specific standards for special (Nonprofit, Classroom (E270), or Science-of-Agriculture (E217)) rates. These standards are in addition to the criteria in Quick Service Guide 200.	
Rates and Fees (R200)	Application (original entry) fee	\$375.00
	Additional entry application fee	60.00
	Reentry fee	40.00
	No additional fee to mail at a preferred Periodicals rate.	
	Rates include addressed piece charge, pound rates (advertising and nonadvertising), and applicable discounts; factors include place of mailing, destination, presort, etc.	
	The Preferred rate discount applies to outside-county postage, excluding the postage for advertising pounds for Nonprofit and Classroom rate publications; In-County rates apply to all eligible in-county copies (E217).	
Eligibility (E200)	<p>In addition to Quick Service Guide 200.</p> <p>Application form required (E213).</p> <p>Nonprofit standards: the publication must be issued by and in the interest of a religious, educational, scientific, philanthropic, agricultural, labor, veterans', or fraternal organization not organized for profit and none of whose net income benefits a private stockholder or individual (E270). Also generally eligible (regardless of the nonprofit status of the publishing organization) are:</p> <ul style="list-style-type: none"> ■ Publication issued by and in the interest of an association of rural electric cooperatives ■ Program announcement or guide published by an educational radio or television agency of a state or political subdivision thereof or by a nonprofit education radio or television station ■ Publication of the official highway or development agency of the state meeting the standards for a general publication (E212) and containing no advertising except the publisher's own advertising ■ Conservation publication published by a state agency responsible for the management and conservation of the fish or wildlife resources of that state <p>Classroom: publication must be designed for educational, religious, or scientific use in school classrooms or religious instruction classes.</p> <p>Science-of-Agriculture: rates apply to outside-county copies of an authorized Periodicals publication mailed by a publisher or news agent when the total copies furnished during any 12-month period to subscribers residing in rural areas are at least 70% of the total number of copies distributed by any means for any purpose.</p>	
Characteristics and Content (C200)	See Quick Service Guide 200; further limits in advertising may apply.	
Deposit (D200)	Deposit only at authorized original and/or additional entry post office(s), unless authorized exceptional dispatch under D210.	
Mail Preparation and Sortation	<p>Presorted (M210), Carrier Route (M220), Automation Letters (M810), or Automation Flats (M820), as appropriate.</p> <p>Identification: title on cover and identification statement (E211.10).</p> <p>Postage statement: Form 3541, <i>Periodicals One Issue or One Edition</i>.</p>	
Postage and Payment Methods (P200, P950)	Advance deposit account(s) at original and each additional entry post office, unless authorized under Centralized Postage Payment (CPP).	

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